

Bradi Lynn Smith

Associate

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Services

Advertising Counseling & Disputes
Clearance & Portfolio Management

Greater China Trademarks

Intellectual Property

Trademark, Copyright &
Advertising

Industries

Apparel, Accessories & Luxury
Goods

Consumer Goods

Financial Institutions

Food, Restaurant & Beverage

Home Furnishings

Media & Entertainment

Retail & Consumer Goods

Bradi Smith advises on domestic and international trademark issues, portfolio management, and trademark enforcement to a wide range of clients including a multinational investment bank and financial services company, an investment bank and brokerage business known for its innovation in computer-based bond brokerage, a multinational entertainment and record label conglomerate, and an American manufacturer and marketer of LEDs and various lighting products. She also has experience reviewing and counseling clients on advertising and marketing campaigns, as well as drafting terms and conditions for marketing and promotion initiatives, including sweepstakes and skill contests.

Prior to joining the firm, Ms. Smith worked in well-known intellectual property firms throughout New York City where she worked with large companies in the areas of trademark prosecution, trademark litigation, and copyright law.

Ms. Smith earned her J.D. from the University of Richmond School of Law, where she served as Editor-at-Large and Symposium Editor of the *Richmond Journal of Law and the Public Interest*. While attending law school, she participated in the International Student Program studying comparative law at the University of Cambridge in Cambridge, England.

Experience

Provide high volume U.S. clearance search opinions to various multinational corporate clients.



Provide global trademark portfolio advice and counsel to leading hospitality company.

Provide risk assessment with respect to new brand names for various multinational corporate clients.

Strategize international trademark portfolio and expansion plans in over 100 countries.

In 2019 alone, worked on over 50 oppositions worldwide and prosecuted over 200 trademark filings in the U.S. and abroad.

Education

University of Richmond School of Law, J.D. (2006)

University of Maryland, B.A., History, Minors in Sociology and Women's Studies (2003)

Admissions

New York (2007)

Professional & Community Activities

American Diabetes Association, NYC Chapter, Executive Committee, Member

New York State Bar Association, Member